Building the career network that you actually want

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This Is.

Not. The Way.

Networking.

Happens!
Networking is simpler and easier. It’s all about striking up conversations in everyday life.

Meet Delphia Esters, secretary to the president of Prairie View A&M.

Meet Bill Crandall, neighbor and surprisingly helpful guy.

Meet Hamilton, West Texas raconteur and hiking-trail expert.
Who might want to network with you? Lots of people!

- Alumni from your college
- People from your home town
- Anyone connected to your clubs and professional groups
- People with ties to other memorable places in your life
- People who see what you publish/create
- Anyone intrigued by your social media presence
LinkedIn lets you identify strong matches with alums from your own college.
Dig a little deeper, and you’ve got 11 Clark grads working at the State Department.
Beyond college ties, this cohort already has built vast pathways.
What types of people are you trying to meet?

First: connectors and big-picture specialists. You’ll enjoy them and they’ll like you. They’ll get you started.

Second: People at the specific organizations where you’d like to work. They can help open doors.

Third: Recommendations from the people already in your network. “Who else should I be talking to?”
Why would these busy people spend time with me?

- They see you as a younger version of themselves
- They appreciate the way you engage with their work. (Discernment vs. adoration.)
- You’ve got skills to offer them
- You come recommended
- You’re entertaining
Where might you want the conversation to go?

• Simplest case: I’d like to learn about career opportunities in your field. Can we talk for 15-20 minutes on the phone?

• A variant: I’d like to hear your H-I-G-H story (how I got here)

• When they’re ready: What are the ways I could join your organization?

• Boldest ask: Could I shadow you for an afternoon on the job?

• Another bold ask: Could you critique my work?

• Most ingenious ask: Could you come talk to our campus or alumni group?
Even imperfect networking takes you farther than cold-applying to job ads.

1 in 152 Odds of Winning a Job

1 in 16 Odds of Winning a Job

Source: Lever Inc. survey of 4 million job actions
A New Era Compels New Job-Hunting Strategies

Researching
30%

Meeting People
60%

Shipping Resumes
10%
Looking for examples of how this all clicks? There’s a book that delivers just that.

Sociology
Mai-Ling Garcia
Digital Strategy, City of San Francisco

History
Aimée Eubanks Davis
Founder/CEO, Braven (nonprofit)

Political Science
Kevin Greer
Syria Desk, State Department
Remember: Success is not as far away as it might seem
Follow up? Any time!

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